

Rep Order# 9809546 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/31/2012 11:04 AM
Last Received: 08/31/2012 11:03 AM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product AMER.4 PROSPERITY
Estimate# 1305
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

53590
Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1305
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	430P-5P	NEWS	P1	:60	\$3,200.00	09/04-09/07	4	1	4	\$12,800.00	
	2	TU-F	6P-630P	NEWS	P1	:60	\$4,000.00	09/04-09/07	1	1	1	\$4,000.00	
	3	TU-F	7P-730P	INSIDE	P2	:60	\$3,200.00	09/04-09/07	2	1	2	\$6,400.00	
	4	TU-SU	11P-1135P	NEWS	P2	:60	\$4,400.00	09/04-09/09	4	1	4	\$17,600.00	
	5	TU	10P-11P	DNC	P3	:60	\$9,000.00	09/04-09/04	1	1	1	\$9,000.00	
	6	F	10P-11P	BLUE BLOODS	P1	:60	\$10,000.00	09/07-09/07	1	1	1	\$10,000.00	
	7	SA	9P-10P	CRIMETIME	P2	:60	\$3,000.00	09/08-09/08	2	1	2	\$6,000.00	
	8	SA	10P-11P	48 HRS	P2	:60	\$5,000.00	09/08-09/08	1	1	1	\$5,000.00	
	9	SU	7P-8P	60 MIN	P1	:60	\$12,000.00	09/09-09/09	1	1	1	\$12,000.00	
	10	SU	10P-11P	MENTALIST	P2	:60	\$8,000.00	09/09-09/09	1	1	1	\$8,000.00	
	11	M	430P-5P	NEWS	P1	:60	\$3,200.00	09/10-09/10	1	1	1	\$3,200.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	12	M	6P-630P	NEWS	P1 :60	\$4,000.00	09/10-09/10	1	1	1	\$4,000.00	
	13	M	7P-730P	INSIDE	P2 :60	\$3,200.00	09/10-09/10	1	1	1	\$3,200.00	
	14	M	11P-1135P	NEWS	P2 :60	\$4,400.00	09/10-09/10	1	1	1	\$4,400.00	

---REPORT TOTALS---

Report Totals: 22 / \$105,600.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$105,600.00

Sales Totals: 22 / \$105,600.00

Station Totals: 22 / \$105,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$301,026	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	47%
		WKRC	35%	WLWT	11%	WSTR	0%	WXIX	5%		

Books null
Demos RA35+

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Americans for Prosperity												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 53590												
Line: 1												
09/04/12	Tuesday		1:00	\$3,200.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PAMER.4 PROSPERITY	1305	P-1	3	MWASH-
09/05/12	Wednesday		1:00	\$3,200.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PAMER.4 PROSPERITY	1305	P-1	1	MWASH-
09/06/12	Thursday		1:00	\$3,200.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PAMER.4 PROSPERITY	1305	P-1	2	MWASH-
09/07/12	Friday		1:00	\$3,200.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	PAMER.4 PROSPERITY	1305	P-1	4	MWASH-
				\$12,800.00								4
Line: 2												
09/04/12	Tuesday		1:00	\$4,000.00		6p Local 12 News at Six	6:00 PM-6:30 PM	AMER.4 PROSPERITY	1305	P-1	1	MWASH-
				\$4,000.00								1
Line: 3												
09/04/12	Tuesday		1:00	\$3,200.00		M-F 7p-730p	7:00 PM-7:30 PM	AMER.4 PROSPERITY	1305	P-2	2	MWASH-
09/06/12	Thursday		1:00	\$3,200.00		M-F 7p-730p	7:00 PM-7:30 PM	AMER.4 PROSPERITY	1305	P-2	1	MWASH-
				\$6,400.00								2
Line: 4												
09/04/12	Tuesday		1:00	\$4,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	AMER.4 PROSPERITY	1305	P-2	1	MWASH-
09/05/12	Wednesday		1:00	\$4,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	AMER.4 PROSPERITY	1305	P-2	4	MWASH-
09/08/12	Saturday		1:00	\$4,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	AMER.4 PROSPERITY	1305	P-2	3	MWASH-
09/09/12	Sunday		1:00	\$4,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	AMER.4 PROSPERITY	1305	P-2	2	MWASH-
				\$17,600.00								4
Line: 5												
09/04/12	Tuesday		1:00	\$9,000.00		Tue Reg 3	10:00 PM-11:00 PM	AMER.4 PROSPERITY	1305	P-3	1	MWASH-
				\$9,000.00								1
Line: 6												
09/07/12	Friday		1:00	\$10,000.00		Fri Reg 3	10:00 PM-11:00 PM	AMER.4 PROSPERITY	1305	P-1	1	MWASH-
				\$10,000.00								1
Line: 7												
09/08/12	Saturday		1:00	\$3,000.00		Sat Reg 2	9:00 PM-10:00 PM	AMER.4 PROSPERITY	1305	P-2	1	MWASH-
09/08/12	Saturday		1:00	\$3,000.00		Sat Reg 2	9:00 PM-10:00 PM	AMER.4 PROSPERITY	1305	P-2	2	MWASH-
				\$6,000.00								2
Line: 8												
09/08/12	Saturday		1:00	\$5,000.00		Sat Reg 3	10:00 PM-11:00 PM	AMER.4 PROSPERITY	1305	P-2	1	MWASH-
				\$5,000.00								1
Line: 9												
09/09/12	Sunday		1:00	\$12,000.00		Sun Reg 1	7:00 PM-8:00 PM	AMER.4 PROSPERITY	1305	P-1	1	MWASH-
				\$12,000.00								1
Line: 10												
09/09/12	Sunday		1:00	\$8,000.00		Sun Reg 4	10:00 PM-11:00 PM	AMER.4 PROSPERITY	1305	P-2	1	MWASH-
				\$8,000.00								1

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Americans for Prosperity

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 53590

Line: 11

09/10/12	Monday	1:00	\$3,200.00	4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM)	AMER.4 PROSPERITY	1305	P-1	1 MWASH
			\$3,200.00					1

Line: 12

09/10/12	Monday	1:00	\$4,000.00	6p Local 12 News at Six (6:00 PM-6:30 PM)	AMER.4 PROSPERITY	1305	P-1	1 MWASH
			\$4,000.00					1

Line: 13

09/10/12	Monday	1:00	\$3,200.00	M-F 7p-730p	7:00 PM-7:30 PM	AMER.4 PROSPERITY	1305	P-2	1 MWASH
			\$3,200.00						1

Line: 14

09/10/12	Monday	1:00	\$4,400.00	11p M-F Local 12 News (11:00 PM-11:35 PM)	AMER.4 PROSPERITY	1305	P-2	1 MWASH
			\$4,400.00					1
			\$105,600.00					22
			\$105,600.00					22
			\$105,600.00					22
			\$105,600.00					22
			\$105,600.00					22

[Filtered by:] [Sorted by: Station]